

The Role of Students as Agent of Change in Increasing Young Voter Participation in the 2024 General Election

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Abstract

Political participation in Indonesia is an important indicator in evaluating the quality of democracy in this country. One significant form of political participation is voting in general elections. The holding of elections plays a central role in efforts to realize democratic government. Young voters, consisting of individuals aged 17 to 21 years, have a special role in elections. However, data from the General Election Commission (KPU) shows that young voters, especially in the 15- to 39-year-old age group, tend to experience a tendency not to vote (abstention) in elections. This article discusses the importance of young voter participation in the context of democratic development, the challenges faced in increasing young voter participation, and strategies that can be implemented by students to increase young voter participation. The research method used in this article is a qualitative method of collecting data through interviews with students from the PPKn FKIP UNS study program. The research results show that students have the potential to be agents of change through their knowledge and intellectual skills. Students can increase the participation of young voters through social media campaigns, voter education programs, collaboration with student organizations, increasing the accessibility of general elections, mentoring and coaching programs, and the use of technology. However, there are challenges such as low public trust, a lack of information about potential candidates, and a mindset that still underestimates the participation of young voters. Therefore, the recommended strategies are political education, election monitoring, campaigning on social media, mentoring young voters, collaboration with the KPU, and the use of social media such as Instagram and WhatsApp. It is hoped that this article can provide a better understanding of the role of students in increasing the participation of young voters in the 2024 general election and contributing to the development of democracy in Indonesia.

Keywords: Role of Students; Participation; Young Voters; 2024 Election.

Introduction

Political participation is an important indicator in assessing the quality of democracy in Indonesia. One way is by voting in general elections. Elections are considered important because they are the most real form of democracy and the most concrete form of people's participation in administering the state. Therefore, the election system and implementation are almost always the main focus of attention because, through the arrangement, system, and quality of election implementation, it is hoped that they can truly create a democratic government, which is of course in accordance with common expectations.

In general elections, those entitled to vote are Indonesian citizens who are 17 years of age or older or are or have been married. An Indonesian citizen who already has the right to vote can only exercise his right if he has registered as a voter (Azirah, 2019). Young voters are voters who are voting for the first time because they have just entered the voting age range of 17 to 21 years. Their knowledge of elections is not much different from that of other groups; the difference is a matter of enthusiasm and preferences. Political preferences can be concluded as the side of a person where he has a tendency and preference for carrying out political activities, whether in the form of elections, decision-making, playing an active role in government, and so

on. Young voters in Indonesia are divided into three categories. First, rational voters, namely voters who really choose a party based on in-depth assessment and analysis, Second, emotionally critical voters, namely those who are still idealistic and uncompromising, Third, young voters, namely voters who are voting for the first time because they have just entered voting age (Beniman, Mursin, Ikbbar, and Parisu, 2022). Based on data from the KPU in the 2024 general election, the proportion of 15-year-olds who may be beginner voters in the 2024 general election, up to 39–40 years old, is around 53–55 percent, or 107–108 million of the total number of voters in Indonesia (Vitorio Mantalean, 2023). This is a challenge and an obstacle in the implementation of the 2024 general election. It is possible that young voters will also contribute to "abstentions" in the 2024 election. Students are among the young voters whose age range is between 19 and 25 years old.

Students, as one of the community groups that are active and have influence in various aspects of social and political life in Indonesia, have a very important role in increasing the participation of young voters in the 2024 general election. One of them is students, as a driving force that invites the entire community.

To be able to move in making changes in a better direction, taking into account the various knowledge, ideas, and knowledge they have (agents of change) can play a strategic role in helping increase political awareness and participation of young voters through various methods and actions (Mahi M., 2021).

Students can help increase political awareness and participation among young voters through social media campaigns, voter education programs, collaboration with student organizations, increasing the accessibility of general elections, mentoring and coaching programs, and the use of technology for general elections. Through their role as agents of change, students can help increase young voter participation, strengthen democracy in Indonesia, and make a significant contribution to the nation's future. Therefore, this article will discuss the role of students as agents of change in increasing young voter participation in the 2024 general election. This article will discuss the importance of young voter

participation in the context of democratic development in Indonesia, the challenges faced in increasing young voter participation, as well as the role of students as agents of change and strategies that can be implemented to increase the participation of young voters in the 2024 general election. It is hoped that this article can provide a better understanding of the role of students in increasing the participation of young voters in the 2024 general election and contribute to the development of democracy in Indonesia.

Method

This research uses qualitative methods. The qualitative research method is a research method based on the philosophy of postpositivism, used to research the conditions of natural objects (as opposed to experiments), where the researcher is the key instrument, data collection techniques are carried out through triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2013).

Data was collected based on the results of interviews with students from the Pancasila and Citizenship Education study program at Sebelas Maret University, classes 2020 and 2021. The place used was the Sebelas Maret University campus, where interviews were conducted in October 2022. Data validity was tested using triangulation of sources and data. The results were analyzed in three stages, namely data reduction, data presentation, and data verification.

Result and Discussion

The important role of students as agents of change in increasing the participation of young voters in the 2024 general election

Students have tremendous potential to drive change through the knowledge they gain in college. They are equipped with a deep understanding of relevant social issues and a strong critical thinking framework. As agents of change, students can utilize their intellectual skills to analyze existing problems, identify weaknesses in existing systems, and propose innovative solutions. With a proactive attitude and leadership spirit, students can build a

strong movement and drive significant change in society.

As a student, you need to understand that your role as an agent of change is also not lost in general elections. Based on the results of interviews with PPKn FKIP UNS student sources, it was found that the role of students in their participation as agents of change was very important, and steps were given that students could take to increase their participation as young voters in the 2024 general election. As in the opinion of Meline (2021 PPKn student), students can start by increasing their own understanding of politics, the democratic system, and the importance of participation in elections. They can read books, attend lectures, or political seminars, or take online courses related to this topic. Students can harness the power of social media to spread messages about the importance of young voter participation. They can create informative, interesting content and share facts about the election, as well as encourage their friends to register and vote. Students can work together with student organizations on their campus to organize election-related activities, such as forums, debates, or voter campaigns. This collaboration can increase the effectiveness of their efforts in increasing the participation of young voters.

In line with this opinion, Farhan (a PPKn 2020 student) explained that the steps that can be taken are: first, through political education, students can provide political education to increase their understanding of politics and the importance of voter participation. Such as holding seminars, discussions, outreach, and so on. Second, students can become volunteer supervisors in elections and observe the voting process at polling stations. Third, students can use social media to spread information about the importance of young voter participation. Fourth, students can provide assistance to young voters who need help in the election process. Fifth, students can collaborate with the KPU to support efforts to increase the participation of young voters, such as in counseling, campaigns, and other activities to increase political participation. Another opinion from Aisyah Wulandari (a PPKn 2020 student) is that students can act as educators to provide information or initial knowledge to young voters in the 2024 elections. As agents

of change, students can maximize the use of technology to disseminate useful information related to the election to young voters.

The role of students as agents of change in increasing the participation of young voters in the 2024 elections can be done by using social media, which has recently become a trend in the digital era. As one of the 2020 PPKn students believes, social media can be a good solution to increase participation in the current digital era. Everyone has and uses it in everyday life. The social media that I think can be the most effective socialization medium is Instagram. This is because everyone can be sure of having an Instagram account. Apart from that, the features on Instagram can also support a smooth socialization process. In line with this opinion, Earlysia (PPKn 2020 students) can do this via social media via Instagram, Twitter, WhatsApp, TikTok, and others because, in this digital era, the younger generation, who are young voters, are more active on social media. It can be concluded that the tendency of students as young voters to use social media such as WhatsApp, Instagram, and Twitter So, the most effective campaign is through this platform to reach generations today.

Students as agents of change are the voice of society towards the Indonesian government, so the role of students in society is very large in controlling the running of a government so that the decisions and rules made do not violate the values of Pancasila, in addition to the decisions and regulations made by the government being in accordance with community needs (Jannah & Sulianti, 2021). Another opinion is that, as agents of change, students act not like heroes who come to a country and then heroically expel the criminals, and the hero also gallantly leaves the area accompanied by the applause of the local population. In the sense that we are not only the initiators of change but also the object or perpetrator of that change (Habib Cahyono, 2019). Based on the opinion above, the role of students as agents of change is important to increase the participation of young voters in the upcoming 2024 general election. Young people, in particular, can participate in the electoral process by making informed decisions and being aware of the topics at stake in the election and their right to vote. Students can act as election organizers at

regional, village, and sub-district levels. In activities from the center to the province, young people can directly contribute by nominating themselves. Through this, young people will have the opportunity to influence politics and advance important causes. Join a winning team for candidates running for legislative or executive office. By joining the winning team, the younger generation will learn about political and electoral dynamics, which will later be useful for the democratic development process (Yusrin & Salpina, 2023).

Based on the results obtained, the importance of the role of students as agents of change lies in the steps that can be taken, such as through political education. Political education is the development of attitudes and the process of forming a person's political behavior. By looking at political values, it is carried out deliberately, planned, and continuously so that citizens can participate in politics and be aware of their rights and obligations collectively and responsibly (Arsyi, 2022). To achieve this, it is important to have a strategy to determine the level of success in creating a program. Political education for young people or young voters is an effort to create a culture of participation by involving citizens. Through this political education, young voters are given access to information and knowledge transfer even though they are not affiliated with a political party (Mahmudah, 2016). Political education for young voters has the following functions and objectives: (1) providing knowledge regarding the rights and obligations of citizens in life; (2) forming personality and political awareness; (3) increasing ethical knowledge in politics; and (4) encouraging awareness of active political participation among citizens (Asdhie Kodiyat, 2021).

The role of students as agents of change is very important in increasing their participation in the upcoming 2024 elections. This can be done by interacting on social media, which is a vehicle for the current generation. Reviewing previous research conducted by Arfan and Rafni (2023), it is stated that the role of social media is indeed able to increase the participation of the millennial generation, but it is not based on reality. Social media and its content are used to shape political perceptions. The role of social media in the selection of

Bobby Nasution and Aulia Rachman is: a) as a political socialization agent to convey the program that will be carried out; b) for the prestigious midget pair Bobby Nasution and Aulia Rachman; c) as an online campaign tool; d) as a place to disseminate information regarding the couple Bobby Nasution and Aulia Rachman. Social media is a driver and distributor of the latest information updates from prospective partners to attract public participation and trust, especially among millennials. In the future, further study is needed regarding the impact of inaccurate information on social media regarding millennial participation in politics.

The challenge of students as agents of change in increasing the participation of young voters in the 2024 general election

Nowadays, it cannot be denied that students are a major contributor to young voters in major elections. Thus, it is a challenge and an obstacle for students as agents of change to increase their participation in the upcoming 2024 elections. As Nabila (a PPKN 2020 student) argued, the low level of awareness to participate politically is due to weak public trust in prospective candidates or the government that will be elected. This is because there are many cases of corruption and the like that disappoint the people. In line with that, according to Earlysia (a PPKn 2020 student), he explained that he didn't know the candidates being nominated; I had never met a candidate who carried out a campaign in detail in terms of experience or otherwise. And I also experienced problems related to money politics, which I feel is a moral burden for someone. If you accept political money, you are also said to be doing something that is totally unacceptable, and if you don't accept the money, you are sometimes ostracized by society.

According to Antara (a PPKn 2020 student), the challenge faced is in terms of motivating young voters. Because there are still many young voters who think that if they don't vote (abstention), it's okay. Agreeing with Antara, Aisyah Wulandari (a PPKn 2020 student) explained that the obstacle in terms of young voter participation is improving the mindset that still tends to underestimate things related to elections. It can be concluded that the challenges faced by students in their participation in the upcoming 2024 elections

are weak public trust in prospective candidates due to corruption cases and the persistence of money politics in society, a lack of information about prospective candidates, a low understanding of voting rights in elections, and a mindset that still often underestimates the importance of young voter participation in elections.

Young voters are a challenge and an obstacle faced in the upcoming 2024 general election. One of the young voters did not escape this challenge. As research conducted by Razy et al. (2020) explains, there are several things that can influence perceptions of the figure of the president, namely leadership, anti-corruption, welfare, nationalism, and changes to the Indonesian state for the better. What is no less important is that the President can be close to all levels of society so that he is expected to know what the people want in the future, especially providing concrete solutions such as welfare, unemployment, politics, and investment problems for business people and the ideology promoted by each presidential figure. Views or perceptions are a challenge for students in making their choices. Factors supporting the political participation of young voters in elections are, first, the acceptance of political incentives. Young voters are encouraged to participate in the general election because of stimulation from mass or electronic media. The second concerns a person's social characteristics. Young voters have different social and personal characteristics, but despite these various differences, quite a lot of young voters care and are aware of their political rights as members of society (Gurning et al., 2023).

In the case of Indonesia, for example, the number of non-voters (usually called the white group or abstainers), which is mainly dominated by young people, continues to increase from election to election: 10.21% in the 1999 election, increasing to 23.34% in the 2004 election, 39.10% in the 2009 election, and 43.23% in 2014 (Perangin-Angin, Krina, Zainal, 2018). This is inversely proportional to young political participation in the social networking framework in the media with open access to information and freedom of opinion since the advent of the reform era in 1998. Young people are a group that is difficult to dictate to; there are even allegations that the younger generation is a group that is difficult

to approach, such as political parties or election contestants. In general, young voters do not have adequate political literacy and tend to follow trends in the environment where they live. Young voters, especially teenagers, have cultural values that are relaxed, free, and tend to be informal and seek pleasure; therefore, all things that are unpleasant will be avoided. Young voters have high enthusiasm, while the choice decision is not yet unanimous, actually placing young voters as true swing voters. Their political choices have not been influenced by specific ideological motivations and are more driven by the dynamic context of the local political environment. Often, what they choose is not appropriate for what was expected. Ignorance in practical political matters, especially regarding choices in the General Election or Pilkada, means that young voters often do not think rationally and think more about short-term interests (Karyaningtyas, 2019).

Student strategies as agents of change in increasing young voter participation in the 2024 general election

The development of technology and communication requires students as agents of change to be able to provide breakthroughs in strategies to increase their participation in the upcoming 2024 general election. Among the PPKn 2020 students, they explained that conducting campaigns or outreach regarding elections is necessary so that young voters become familiar with what elections are and what steps need to be taken in carrying out these general elections. In line with this, Meline (a PPKn 2020 student) says that young voters must ensure that they are registered as voters, and young voters must understand the platform and political position of the candidate they choose. It is important for young voters to do research on candidates and vote for candidates who meet their criteria. Understanding the flow of general elections and researching potential candidates are options that could be strategies to increase student participation as young voters in the 2024 elections.

Another strategy that can be implemented is by changing the mindset and making external efforts such as providing outreach. This was explained by Earlisya (a 2020 PPKn student): starting with oneself, changing one's mindset, and assuming that participation in elections is

an obligation that must be fulfilled as a form of democracy in Indonesia. In line with this, Aisyah Wulandari (a PPKn 2020 student) explained that by taking an approach and transferring knowledge about how to choose the right candidate, this will reduce the possibility of abstention due to a lack of information about election candidates. Political socialization or political campaigns were delivered by Farhan (a PPKn 2020 student), namely by holding political education to increase understanding of the importance of participation in the 2024 election, such as seminars, outreach, and so on. In line with this, Nabila (a PPKn 2020 student) explained that she was intensively carrying out political outreach regarding the 2024 election.

Based on the results of the research, strategies that students can carry out as agents of change to increase their participation in the upcoming 2024 general election are taking part in activities held by the KPU to increase their knowledge and understanding of general elections, for example, activities carried out by researchers (Fitria & Suryanef, 2018), namely holding a Student Democracy Jamboree, which is a political education and voter education activity carried out in the form of simulations and practices related to the election implementation process, so that it can make it easier for participants or young voters to understand material related to the election implementation process. There are several stages in the Student Democracy Jamboree activities carried out by the Padang City KPU, namely the preparation, implementation, and evaluation stages of the Student Democracy Jamboree activities. The obstacles encountered in implementing the jamboree activities were that the Padang City KPU did not yet have a module related to voter education at that time, the activity location was large, so the security of the activity location was not optimal, and the facilities for activity participants were inadequate. Efforts made by the Padang City KPU to overcome these obstacles were by creating modules for subsequent Jamboree activities, tightening security at activity locations, and providing sufficient facilities for use by participants in Student Democracy Jamboree activities, considering that there were quite a lot of participants involved. Then, by holding outreach to young voters as carried out by Iriyanti and Sri (2022) in Pacitan

Regency, there was also outreach conducted in Tanjungpinang City, Riau Islands Province, by Nazaki et al. (2022). In line with this, the counseling carried out by Faqih et al. (2022) is as follows: a. disseminate information regarding stages; b. election schedules and programs increase public knowledge, understanding, and awareness of their rights and obligations in elections; and c. increase voter participation in elections; this aims to encourage increased public interest, especially young voters, to be able to participate in elections and make choices according to their conscience.

Strategies to increase young voter participation can also be done through social media. Gil de Zuniga and Zheng (2018) presented a number of their findings regarding the role of social media in political participation. First, social media is widely used as a news source. People look for information via social media because it provides information quickly and in a very flexible way. Furthermore, social media makes news more interactive, thereby encouraging political participation. When reading news on social media, someone can share opinions by mentioning, forwarding to others, or donating and voting via social media. Second, the more people turn to social media to stay up-to-date with what is happening around them, the higher their tendency to participate in democratic political activities. There is a relationship between the use of social media for news and political expression on social media. Third, there is a strong relationship between political expression on social media and political participation, both online and offline.

In research conducted by Arumsari et al. (2020) it is stated that increasing the participation of young voters among students at the Faculty of Social Sciences at Semarang State University certainly cannot be separated from the role of social media itself, which is widely used by netizens to obtain information related to the existence of the 2019 presidential election in Indonesia. The social media that will be discussed this time include Facebook, Twitter, Instagram, YouTube, and WhatsApp, the use of which is currently still widely used by young voters. The young voters in this study were aged between 18 and 21 years and were active students at the

Faculty of Social Sciences at Semarang State University. This proves that social media has a big impact on student participation in general elections.

Conclusion

Based on the results and discussion above, it can be concluded that the role of students as agents of change is very important in increasing the participation of young voters in the 2024 general election. Students have extraordinary potential for driving change through their knowledge, critical thinking, and leadership spirit. Through political education, social media campaigns, collaboration with student organizations, increasing the accessibility of general elections, mentoring and coaching programs, and the use of technology, students can play a strategic role in increasing political awareness and participation among young voters.

Challenges faced by students in their role as agents of change. These challenges include low public trust in prospective candidates or the government, a lack of understanding of potential candidates, and the persistence of money politics. Apart from that, the motivation of young voters is also a challenge that needs to be overcome. To overcome these challenges, several strategies can be implemented by students. Students can carry out political education either through seminars, discussions, outreach, or through social media such as Instagram, Twitter, WhatsApp, and TikTok. Collaboration with the KPU and student organizations can also be carried out to increase the participation of young voters. Apart from that, the use of technology and social media can be an effective means for disseminate information about the importance of young voter participation. In an effort to increase young voter participation, students as agents of change can play a significant role. By utilizing their knowledge, skills, and enthusiasm, students can help strengthen democracy in Indonesia and make a positive contribution to the nation's future.

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